



National Student Electronic Media Convention
Minneapolis, MN #CBIMinneapolis
October 22-24, 2015



Welcome to Minneapolis!

On behalf of the College Broadcasters, Inc. (CBI) Board of Directors, I'd like to welcome you to Minneapolis for the National Student Electronic Media Convention (NSEMC), or CBI Minneapolis for short. The NSEMC is dedicated exclusively to the interests of student radio stations, TV/video outlets, and webcasters. Whichever category—or categories—you fall into, we are confident that you will leave the convention with the skills and motivation to improve your student media outlet.

Now in its fourth year, the NSEMC is well-established as the top conference for student electronic media to learn, network, and be recognized for their great work. But CBI is determined to make this year's convention even better than the previous three. Among the enhancements this year include a great venue located in the heart of vibrant downtown Minneapolis and a pre-convention workshop dedicated to new and newer advisers. Adobe Creative Foundations, a free half-day session on Adobe Creative Suite, is also being hosted by an Adobe Education Leader. That's in addition to what's made us so successful since our inception—high-quality sessions led by advisers and media pros, student-led roundtables, and networking and social opportunities.

I am pleased to announce that this year's keynote address, "Clear, Concise, and Compelling: Use Content Strategy to Better Tell Your Story," will be given by Clinton Forry, Vice President of Content Strategy at Weber Shandwick. Clinton has worked in new media, old media, and media marketing. Most importantly, Clinton is an expert on telling stories and, regardless of what media we work in, we are all storytellers, so I am confident we will all benefit from his expertise on focusing your message and making sure your content is doing what you want it to do.

But the convention experience is more than just what you get in the sessions. The NSEMC's downtown Minneapolis location puts you



in close proximity to a wide variety of restaurants, live entertainment venues, and other attractions. I encourage you to take full advantage of them. Plus, CBI has arranged tours of a few local media facilities exclusively for CBI Minneapolis attendees.

Finally, as with everything CBI does, the NSEMC would not be possible without our members. Thank you for being here, and for supporting CBI in all of its activities. Please let us know what you liked and how we can improve. Our membership meeting will be held on Thursday at 5:15 p.m. and a post-convention survey will be available at <http://askcbi.org/minneapolis/survey/>. We need your feedback to help us grow and serve you better.

Thank you,
Greg Weston
President, College Broadcasters, Inc.



Visit our Exhibitors

Stop by Greenway AB/J to meet our exhibitors for #CBIMinneapolis! Play CBI Exhibitor Bingo for a chance to win prizes by interacting with our exhibitors. More information is available at the Registration Table.

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Minneapolis City Photos Courtesy of Meet Minneapolis, <http://www.minneapolis.org/>
Front Cover: Mississippi Riverfront Stone Arch Bridge
Back Cover: Photo by J. Smith for VISIT PHILADELPHIA



Keynote Speaker, Clinton Forry

Saturday, Northstar A, 2:00 p.m.



CBI Minneapolis' Keynote Speaker, Clinton Forry, is Vice President of Content Strategy at Weber Shandwick. He has planned, produced, and edited content. Broadcast, published, and analyzed content. Written, tracked, and strategized around content. Since 1996. (Unless you count mix tapes, in which case, he goes back even further.) When he's not thinking about content, he's probably thinking about vinyl records. And he fancies wearing ties with his paisley and floral print shirts.

Forry's Keynote Address is titled "Clear, Concise, and Compelling: Use Content Strategy to Better Tell Your Story."

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	Chris Kuborn	Northeast Wisconsin Technical College

National Student Production Awards

Saturday, Northstar A, 3:00 p.m.

CBI salutes the best in student video and audio production during the presentation of the National Student Production Awards. Reg Chapman of WCCO-TV will emcee the awards ceremony. The best in student media is being recognized across 24 categories. Come to this session to view/hear the best in student produced media and/or accept your award. Thank you to participating CBI member stations and those who helped judge the 2015 awards this summer.

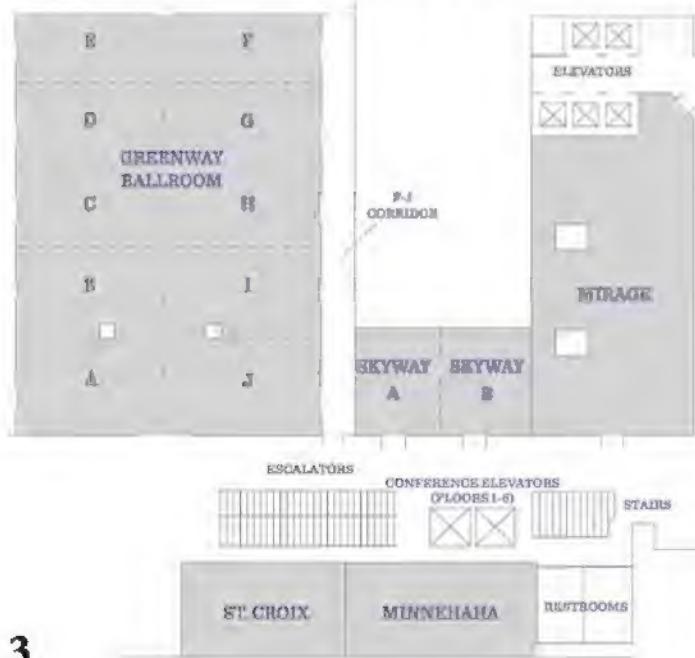


Second Floor Room Map



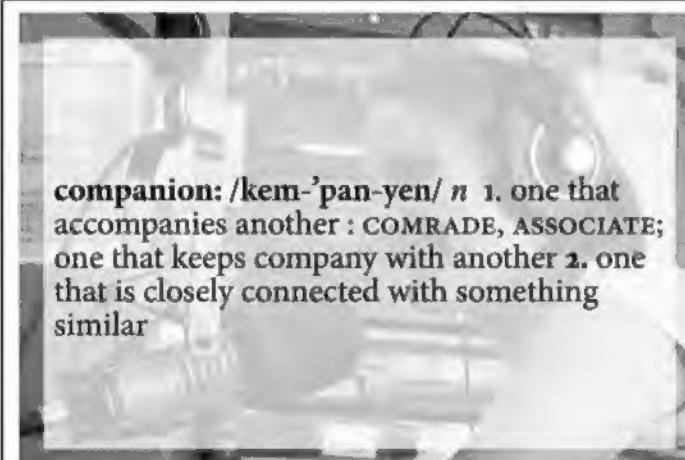
Saturday's Keynote Speaker and Awards are in Northstar A.

Sessions Meet in Greenway and Skyway Rooms. Registration and Exhibitors are in Greenway AB/J.



Play NSEMC Exhibitor Bingo!

Visit our Exhibitors in Greenway AB/J to earn stickers for your Bingo Card. Fill up your card and drop it off at Registration. Awesome prize drawings will be held throughout the convention! Bingo Cards available at the Registration Table.



Join KNOM Radio's volunteer team to entertain, engage, inspire, inform, and be a **companion** through the radio airwaves, every hour of every day.

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Pre-Convention Workshop

New and Emerging Adviser Training, Wednesday, Greenway C, 1:00-4:00 p.m.

During this intensive three-hour interactive workshop, the role of the adviser and its challenges will be discussed, along with how to manage, recruit, train, and motivate millennials, and touch on what you need to know about technology, FCC law, campus relationships, and business. Designed for advisers with zero to five years of experience working with student media along with Student Activities Directors and/or Vice Presidents working in Student Affairs with reporting from student media, this workshop addresses the needs of student electronic media advisers at large and small, public and private schools. *Missed this year's workshop? Look for 2016 offerings in Philadelphia.*

Jamie Lynn Gilbert, Associate Director of Student Media/Station Adviser, North Carolina State University, WKNC-FM
Ed Arke, Professor of Communication/Faculty Manager, Messiah College, The Pulse
Warren Kozireski, General Manager, College at Brockport, 89.1 The Point
David Oxenford, Partner, Wilkinson Barker Knauer LLP

Swag Swap Social Event

Thursday, Greenway Promenade, 6:00 p.m.

All Delegate Social and Swag Swap

Join us on the opening night of the convention for a social event where you can talk with those you met during the opening day and network. Age-appropriate beverages will be provided on a first-come, first-served basis. In addition to the networking opportunities, you will be able to learn about what swag media outlets are using, the vendors they work with, and pick up samples.

All #CBIMinneapolis registrants are welcome!



Convention Student Cybercast



Visit the Cybercast Booth in Greenway AB/J! The cybercast is available online at <http://www.live365.com/stations/cbi>.

Cybercast Hours:

Wednesday 6:00 p.m.–8:00 p.m.
Thursday 9:00 a.m.–4:00 p.m.
Friday 9:00 a.m.–4:00 p.m.

Thank you to Broadcasters General Store and Live 365 for partnering with CBI to make the cybercast available!



National Student Production Awards Finalists

Best Audio Newscast WKNC-FM North Carolina State University	Best Audio Sports Play-By-Play WZND Fuzed Radio Illinois State University	Best Audio Documentary/Public Affairs XLR - Lander University Radio Lander University	Best Audio Promo WRHU FM / WRHU.org Hofstra University
WSUM 91.7 FM Madison University of Wisconsin-Madison	WMUC Sports University of Maryland	XLR - Lander University Radio Lander University	WBSU 89.1 The Point College at Brockport
WSUM 91.7 FM Madison University of Wisconsin-Madison	89.5FM WSOU Seton Hall University	Radio DePaul DePaul University	KTSW-FM 89.9 Texas State University
91.1 The Globe WGCS Goshen College	KTSW-FM 89.9 Texas State University-San Marcos	WONC-FM North Central College	WTUR Taylor University
Best Video Newscast Carolina Week University of North Carolina-Chapel Hill	Best Student Media Website Viking Fusion Berry College	Best Video Documentary/Public Affairs OUTV University of Oklahoma	Best Video Promo The Southeastern Channel Southeastern Louisiana University
Carolina Week University of North Carolina-Chapel Hill	KTXT / The Hub@TTU Texas Tech University	UTVS Television St. Cloud State University	UTVS Television St. Cloud State University
UTVS Television St. Cloud State University	WSUM 91.7 FM Madison University of Wisconsin-Madison	CAPS 13 Pittsburg State University	KJHK 90.7 FM University of Kansas
UTVS Television St. Cloud State University	KDAWG College Radio University of Redlands	Lemke Department of Journalism University of Arkansas	WLOY Loyola Radio Loyola University-Maryland
Best Audio News Reporting 92 WICB Ithaca College	Best Audio DJ WRHU FM / WRHU.org Hofstra University	Best Audio Special Broadcast WRST-FM University of Wisconsin-Oshkosh	Best Audio Public Service Announcement Bronc Radio University of Texas-Pan American
The Edge/WSWI University of Southern Indiana	WICR University of Indianapolis	WZND Fuzed Radio Illinois State University	Radio DePaul DePaul University
Radio DePaul DePaul University	WUTM-FM 90.3 "The Hawk" University of Tennessee-Martin	91.1 The Globe WGCS Goshen College	91.1 The Globe WGCS Goshen College
WONC-FM North Central College	91.1 The Globe WGCS Goshen College	92 WICB Ithaca College	The Edge/WSWI University of Southern Indiana
Best Video News Reporting UTVS Television St. Cloud State University	Best Video Comedy ROAR Network Loyola Marymount University	Best Video Special Broadcast IUTV-3 La Verne Community Television University of La Verne	Best Video Public Service Announcement Viking Fusion/COM 425 Berry College
UTVS Television St. Cloud State University	Ithaca College Television (ICTV) Ithaca College	KTXT / MCTV Texas Tech University	The Southeastern Channel Southeastern Louisiana University
Carolina Week University of North Carolina-Chapel Hill	WLUW-TV Indiana Wesleyan University	WACW Asbury University	SETV-12 University of Southern Indiana
Carolina Week University of North Carolina-Chapel Hill	Titan TV University of Wisconsin-Oshkosh	UTVS Television St. Cloud State University	UATV University of Arkansas
Best Audio Sports Reporting WRHU FM / WRHU.org Hofstra University	Best Audio Regularly Scheduled Entertainment Program TCCampusConnection Northeast Wisconsin Technical College	Best Station Imaging KTXT-FM Texas Tech University	Best Audio Podcast WMUL-FM Marshall University
Carolina Connection University of North Carolina-Chapel Hill	AUC Radio The American University in Cairo	The WOLF Internet Radio University of West Georgia	WMUL-FM Marshall University
WONC-FM North Central College	KCSU-FM Colorado State University	Bearcast Media University of Cincinnati	KGOU-FM University of Oklahoma
92 WICB Ithaca College	KDAWG University of Redlands	UTVS Television St. Cloud State University	UTA Radio.com University of Texas-Arlington
Best Video Sportscast Ithaca College Television (ICTV) Ithaca College	Best Video General Entertainment Program WBGU-FM Bowling Green State University	Best Social Media Presence UTA Radio.com University of Texas-Arlington	Best Video Podcast ROAR Network Loyola Marymount University
Sports Xtra University of North Carolina-Chapel Hill	Cable 8 Productions Washington State University	WCN 24/7 Westminster College	KRFH Radio Humboldt State University
OUTV University of Oklahoma	Titan TV University of Wisconsin-Oshkosh	WKNC-FM North Carolina State University	Student Gamecocks Television (SGTV) University of South Carolina
OUTV University of Oklahoma	KJHK 90.7 FM University of Kansas	KCWU-FM Central Washington University	KJHK 90.7 FM University of Kansas

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Broadcasters General Store supplies equipment to the broadcast industry from over 500 manufacturers. Whether it's a complete studio rebuild or a handful of connectors BGS takes care of everything. Family owned and operated since 1979. <http://bgs.cc>

The College Radio Foundation (CRF) is a registered 501(c)(3) charity that works to promote and support non-commercial college radio stations and the students involved with them. The CRF has two primary programs: the annual College Radio Day event and the newly launched College Radio Fund. <http://www.collegeradio.org>

Since 1961, Comrex Corporation has been a leading manufacturer of high quality audio and video products which are used by broadcasters worldwide. Specializing in audio and video codecs for remote broadcasting, Comrex produces the ACCESS Audio IP Codec and LiveShot Video IP Codec, and the STAC VIP VoIP Call Management system for interfacing live phone callers to on-air. www.comrex.com

Control Room Pro develops software for radio stations including: Anchor Dashboard, LiveReportPro and Motion Mixes/Broadcast Motion. Our live reporting, anchoring and music applications are used in the U.S., Europe and China. <http://qgolive.com/>

CUNY Graduate School of Journalism offers an intensive, multimedia focused, three-semester Master of Arts degree in journalism; a Master's degree in Entrepreneurial Journalism; an advanced certificate in Entrepreneurial Journalism for mid-career professionals; and Social Journalism, an MA degree that requires one year to complete. <http://journalism.cuny.edu/>

De Wolfe Music is a leading Music Production Company that features a 100,000 track Production Music Library. We also provide Commercial Clearance, Custom Composition, and Sound Effects. <http://dewolfemusic.com>

Hindenburg Systems specializes in intuitive, portable solutions for professional and consumer audio production. We provide features that allow audio raconteurs to focus on telling a great story, while our software ensures broadcast quality results. <http://hindenburg.com/>

The Institute on Political Journalism is an 8-week program that provides undergrads with guaranteed internships with media outlets and communications firms, courses for transferable credit, housing, and opportunities for networking and professional development. <http://dcinternships.org/programs/political-journalism/>

Thursday Sessions Quick View

ROOM	9:00 a.m.	10:00 a.m.	11:00 a.m.	Lunch
Greenway C	LPFM: Getting Help and Improving Your Signal	Topics in Radio Programming	The Building Blocks of Broadcast News	<i>We'll see you back at 1:00 p.m. for more sessions!</i>
Greenway E/D	Make the Most of Your Instrument	Play-by-Play Basics	Making Your Morning Show a Success	<i>Listen to the Student Cybercast: http://www.live365.com/stations/cbi</i>
Greenway F/G	Student Radio and Community Collaboration	How to Get a TV Newscast/Story On Air	College Radio is Older than you Think	<i>Complete your session evaluation forms! Submission boxes in all rooms.</i>
Greenway H	How to Make Your Standups Stand Out	Getting Personal on the Air: Defamation, Privacy, Publicity	Air Check Clinic	<i>Visit our vendors in Greenway AB/J! Play Exhibitor Bingo!</i>
Greenway I	Obscenity, Indecency and Profanity—WTF?	Radio Promotions and Events: Building Your Brand	My Dream Job is Just a Dream, so What do I do in the Meantime?	<i>Speaker bios: askcbi.org/minneapolis/speakers-and-guests/</i>
Skyway A	LGBTQ in Broadcasting Discussion	Roundtable: Radio Station Managers	Roundtable: Promotion and Community Service	<i>Attend the CBI Membership Meeting at 5:15 p.m. in Skyway A.</i>

Join the CBI Board of Directors Thursday for "Welcome to Minneapolis: Convention Preview," Greenway C, 8:30 a.m.

This is your opportunity to learn about the convention, meet members of the CBI Board of Directors, and connect with others who are attending this great event. CBI will showcase some of the highlights of the next few days and answer your questions about the convention and the organization.



Skyline patio view from Brit's Pub/Peavey Plaza, Minneapolis.

Thursday Sessions Quick View

ROOM	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.
Greenway C	Implementing Remotes at a College Television Station	Putting the Listener First in College Radio	Getting Started with WordPress	Keeping Social Media for Radio Consistent During Transitions
Greenway E/D	Station Branding for the New Consumer	50 Promotions Ideas in 50 Minutes	Getting Your First Job in Broadcasting	Show Producing: The Best Radio Gig You've Never Been Taught
Greenway F/G	How to Create Robust Cross-Platform Content	Video Production: The Basics and Beyond	Planning and Producing Live Multimedia Music Performances	Radio: Think BIG with Visualization
Greenway H	Get Your Station Inspected by Your State Professional Association	Tales from a College Radio Obsessive	On Having a Rocking Radio News Department	Help your Friendly Neighborhood Musician
Greenway I	On Becoming An Air Personality	College Sports Radio: Dos and Don'ts	Staying Legally Safe Online (aka The Cyber Jungle)	Keeping Your Underwriting Copy Legal
Skyway A	Roundtable: High School Media	Funding Models and Staffing of Student Media Outlets	Roundtable: Sports for Radio	Programming in the On-Demand Age

Attend the Annual CBI Membership Meeting Thursday, Skyway A, 5:15 p.m.

All CBI members (students and advisers/managers) are encouraged to attend CBI's annual membership meeting. The CBI Board of Directors will update you with the state of the organization and provide you with an opportunity to let them know what you want from CBI.



Thank you to NSEMC Sponsors!

From news on arctic research to the Iditarod Trail sled dog race, to the latest in music, KNOM staff and volunteers deliver community radio that entertains, engages, inspires, and informs listeners in rural, northwest Alaska. Visit www.knom.org/volunteer to learn more.

NextRadio® is a smartphone app that uses the phone's built in FM chip for audio and the phone's data channel to deliver a rich, interactive artist and advertising experience. TagStation® is the programming engine that powers the experience. <http://nextradioapp.com/>

Night Moves: Exploration of Contemporary Sexuality is a weekly 30-minute public service FM radio program on sexual health on KSYM. NM's mission is providing tasteful information with a humorous slant. Offered for syndication. <http://www.mixcloud.com/nightmovesksym>

OMT Technologies is a solutions provider to the broadcast media industry across North America and Internationally. Products include the iMediaTouch Radio Automation System and Radio's Number One Selling Digital Logger, iMediaLogger. <http://www.imediatouch.com/>

Phantom Machine Works distributes systems based on commodity computer hardware and industry standard open source software. Products include audio chain components and audio production workstations. <http://phantommachineworks.com/>

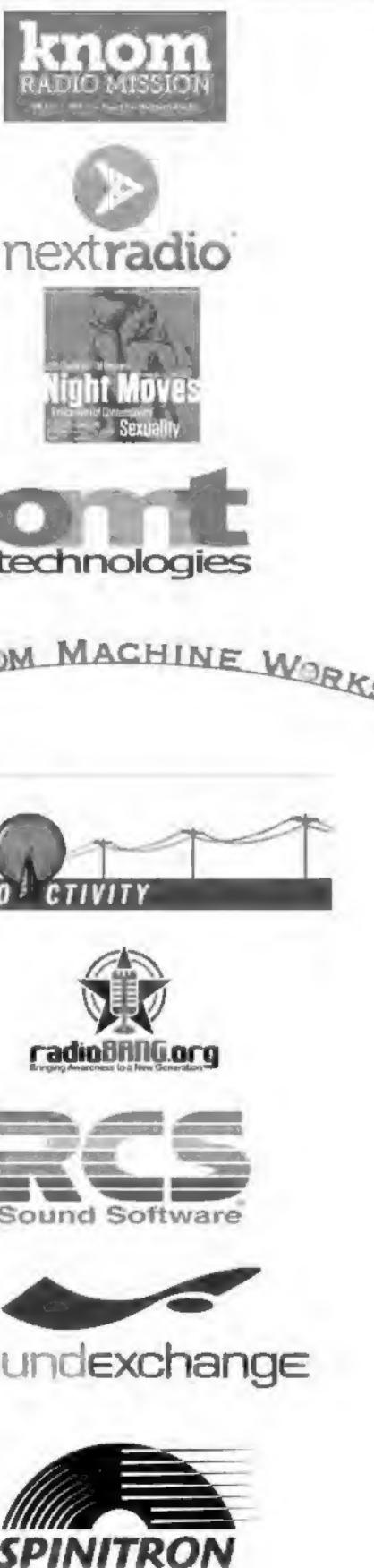
A web-based system for radio station playlist logging, reporting, and tracking, RadioActivity gives stations easy-to-use tools to log and track playlists, generate reports and charts, track and schedule shows and DJs, schedule and track individual plays, PSAs and paid spots, display real-time playlists, and more. <http://www.radioactivity.fm/>

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SoundExchange is the not-for-profit performance rights organization which administers the statutory licenses described in Sections 112 and 114 of the Copyright Act. We distribute collected royalties from digital music services to recording artists and sound recording copyright owners. <http://www.soundexchange.com>

Spinitron is an online playlist management solution for non-commercial radio stations. It handles playlist data capture and dynamic online publishing, archiving and reporting among many other features. <http://spinitron.com>. Contact: Eva Papp, (617) 233-3115.



Thursday Sessions

Exhibits and Registration, Greenway AB/J, 8:00 a.m.-5:00 p.m.
Come pick up your convention program, name badges, and play Exhibitor Bingo.

Welcome to Minneapolis: Convention Preview, Greenway C, 8:30 a.m.
This is your opportunity to learn about the convention, meet members of the CBI Board of Directors who made it happen, and connect with others who are attending this great event. CBI will showcase some of the highlights of the next few days and answer your questions about the convention and the organization.
Gregory Weston, President, CBI

Next Generation Radio Project, 9:00 a.m.-5:00 p.m.
CBI is partnering with Minnesota Public Radio News (MPR News) and NPR to sponsor another Next Generation Radio Project that coincides with the annual convention. Selected students will have the opportunity to learn from professional journalists during the week-long program. Next Generation Radio is a digital-first, multimedia journalism and professional development project for undergraduate and graduate students who are focused on journalism and broadcast media.
Doug Mitchell, Consultant/Project Manager, NPR

Tech, LPFM, Greenway C, 9:00 a.m.
LPFM: Getting Help and Improving Your Signal
LPFM is providing opportunities for new voices in broadcasting. These opportunities lead to many questions, including legal areas. What is required? What is permitted? What is not? Many times the coverage is not what you want. Sometimes you just don't sound as good as other stations with bigger budgets. We will explore the challenges of LPFM and present ideas to make it bigger and better.
Rob Branch, Broadcast Technical Consultant, Calvary Technical Management
Will Robedee, KTRU General Manager, Adviser RVP, CBI Executive Director

Career, Programming, Greenway E/D, 9:00 a.m.
Make the Most of Your Instrument
Learn how to get the most out of your voice for voiceovers and other voice acting opportunities. 50-year voice talent/voice actor Michael Taylor will offer guidance on maximizing your instrument (your voice) and how to become a virtuoso, tips on protecting your instrument, tips on growing your versatility, tips on effective delivery of messages and some fun 'what not to do's' and exercises.
Michael Taylor, Adviser, Valdosta State University, WVV5 BlazeFM

Events, Promotions, Greenway F/G, 9:00 a.m.
Student Radio and Community Collaboration
Cultivating a working relationship with your audience on and off campus impacts the success of your radio station and your listeners. This session examines strategies for connecting with your listeners to develop a mutually beneficial, radio-connected community. Fostering partnerships with other student organizations on campus, building relationships with local businesses and underwriters, and programming engaging events around town are some of the methods we will examine.
Nathan Hewitt, General Manager, University of Kentucky, WRFL

Video, Greenway H, 9:00 a.m.
How to Make Your Standups Stand Out
Great standups require more than a pretty face. This session will touch on where and when to do standups, what you and your camera should be doing, and how standups can be visually engaging, even if you're a one-person band.
Ken Stone, Owner, Ken Stone Media Services

Law, Greenway I, 9:00 a.m.
Obscenity, Indecency and Profanity—WTF?
What can you say? What can you show? Who draws the line? This session will help you understand the legal definitions, what is permissible when and where and also understand that there is no clear "bright line" when it comes to content, and how to draw a clear line as to what is and is not acceptable at your media outlet.
Greg Newton, Faculty Adviser, Ohio University, ACRN Media
Judy Endejan, Attorney, Garvey Schubert Barer

Career, Skyway A, 9:00 a.m.
LGBTQ in Broadcasting Discussion
Diversity in the workplace means more than race. Even with recent events, there are still times in your career where you may encounter challenges based on your sexuality and/or gender identity. Learn how to thrive in the workplace from

LGBTQ broadcast and media pros.
Jana Shortal, Reporter, KARE 11
Kate Moos, Director, News Content Development, American Public Media
Annie Anderson, Partners Manager, Public Insight Network, American Public Media

Programming, Greenway C, 10:00 a.m.
Topics in Radio Programming
Many factors such as DJ staffs, station branding, intended audience, and data collection can affect on-air content and music scheduling. This session will showcase how four different college radio stations make decisions on radio programming and help you consider best on-air scheduling options for your station.
Ashley Funyak, Program Director, University of Pittsburgh, WPTS-FM
Lindsey Holmes, Program Director, University of Southern Indiana, The Edge
Emili Earhart, Program Director, University of Wisconsin, WSUM
Margaret Hair, Program Coordinator, University of Kansas, KJHK

Sports, Greenway E/D, 10:00 a.m.
Play-by-Play Basics
Whether it is radio or television, you need to make the game come alive for your listeners and viewers. And with baseball there is that three+ hours to fill. Learn from this major league baseball, Big Ten basketball, and 2006 Alabama Broadcasters Association Radio Sportscaster of the Year.
Cory Provus, Play-by-Play Announcer, Minnesota Twins & Big Ten Network, Minnesota Twins Radio

News, Greenway F/G, 10:00 a.m.
Producing Producers: How to Get a TV Newscast/Story On Air
Producing a TV newscast or news story is getting more involved thanks to new technology and the need to attract more diverse audiences. Hear from Minneapolis and New York news producers about what it takes to create, shoot, edit, organize, and produce the compelling TV newscasts and TV news stories.
McKenzie Beebler, Associate Producer, NY1 News
Liz Collin, Anchor/Reporter, WCCO-TV

Law, Programming, Greenway H, 10:00 a.m.
Getting Personal on the Air: Defamation, Privacy, Publicity
Like to chat on the air about your friends? Critique the dean, the mayor, a rival football team? How about poke fun at movie stars, your roommate, or a total stranger? Learn about the lines you should not cross to avoid defaming someone or infringing upon another person's rights of privacy or publicity.
Donald Martin, Attorney, Donald E. Martin, P.C.
Judy Endejan, Attorney, Garvey Schubert Barer

Promotions, Greenway I, 10:00 a.m.
Radio Promotions and Events: Building Your Brand
Promotions and events are vital to every radio station. It's one way to get your station recognized, while also either making money or helping a not-for-profit in your community. What works and what doesn't? What are some tips to make your next promotional event successful?
Barb Neren, Event Director, iHeartMedia, Minneapolis
Faith Connell, Promotions Director, University of Southern Indiana, The Edge

Leadership, Skyway A, 10:00 a.m.
Roundtable: Radio Station Managers
In this roundtable for station managers we'll be discussing recruiting, staff motivation, delegation/director transitions, training processes, and whatever questions attendees have to bring to the table.
Megan Fair, General Manager, Ohio University, ACRN Media
Tara Pohlmeier, Station Manager, Texas State University, KTSW-FM

News, Greenway C, 11:00 a.m.
The Building Blocks of Broadcast News
Every good news story relies on a few key basics to tie the story together. Learn the fundamental elements to telling any story for audio or video.
Jay Olstad, News Reporter, KARE 11
Ed Arke, Professor of Communication/Faculty Manager, Messiah College, The Pulse
Ken Stone, Owner, Ken Stone Media Services

Thursday Sessions

Programming, Greenway E/D, 11:00 a.m.

Making Your Morning Show a Success

Having a morning show is demanding and the expectations are high. How do you succeed? Find out from the best in Minneapolis. Falen Lambert is the cohost of the top-rated Minneapolis morning show "Dave Ryan in the Morning" and the show is produced by Steve LaTart. Learn the tips you need to stand out in your market. **Falen Lambert, Morning Show Co-Host, iHeartMedia, 101.3 KDWB**

Steve LaTart, Executive Producer, iHeartMedia, 101.3 KDWB

John Morris, Instructor/General Manager, University of Southern Indiana, The Edge

Success Stories, College Radio Culture, Greenway F/G, 11:00 a.m.

College Radio is Older than you Think: Celebrating College Radio History

The first college radio stations started in the United States in the 1920s, but most stations know little about their own history. On this panel we will share historical tidbits and offer advice for stations that want to embark on archiving and history projects. Attendees will hear stories from stations that have held events, created exhibitions, and have built college radio history websites.

Jennifer Waits, Co-Founder, Radio Survivor, KFJC-FM

Michael Lupica, Educational Adviser, WPRB

DJs, Greenway H, 11:00 a.m.

Air Check Clinic

Air checks! From the pros down to the newest jock—all DJs benefit from air checks (and they're a regular part of jobs in radio). Bring four or five breaks on a flash drive and get advice on voice, tone and tricks and tips.

Sarah Lemanczyk, Program Adviser, University of Minnesota, Radio K

News, Sports, Greenway I, 11:00 a.m.

Plan B: My Dream Job is Just a Dream, so What do I Do in the Meantime?

Thousands of media professionals have made a transition from one aspect of the field to another using parts of the same skill set. Talk with this local television professional about his move from sports to news and how you can better prepare yourself for a Plan B should the need arise.

Cory Hepola, News Anchor, KARE 11

Promotions, Roundtables, Skyway A, 11:00 a.m.

Roundtable: Promotion and Community Service at Small Radio Stations

Promotion and community service are the bread and butter of local radio. College radio students need to promote their stations and perform community service both to benefit the stations and to learn for their future careers. This roundtable will explore two highly successful long-term promotions that accomplish both of these purposes. The roundtable will proceed to explore promotional strategies for small campus radio stations with limited budgets.

Michael Marek, Adviser, Wayne State College, KWSC-FM

Sarah Lentz, Music Director, Wayne State College, KWSC-FM

Sports, Video, Greenway C, 1:00 p.m.

Implementing Remote Broadcasting at a College Television Station

Diversification of content at a college television station is of utmost importance—both for the purpose of educating students and for attraction and retention of viewers. Remote broadcast production is an excellent avenue to achieve both these ends. Starting and building a remote broadcasting program will be discussed, as will ways to work with university administration, athletics, and marketing, to ensure that everyone's needs are met.

Trent Kling, Assistant Professor, Pittsburg State University, CAPS 13

Troy Comeau, Associate Professor, Pittsburg State University, CAPS 13

Promotions, Web/Social Media, Greenway E/D, 1:00 p.m.

Station Branding for the New Consumer

Gone are the days of the overnight format change and clip art station logos. To make deeper connections with listeners, radio stations need to have strong brands that are built for how the new consumer wants to interact with their music. Karl Wolf and Eric Luoma from branding agency Fellow will walk through a recent station rebranding and discuss the qualities of a strong radio brand.

Eric Luoma, Founder & Creative Director, Fellow

Karl Wolf, Founder & Creative Director, Fellow

Thursday Sessions

College Radio Culture, Greenway H, 2:00 p.m.

Tales from a College Radio Obsessive

Since 2008, Jennifer Waits has made it her mission to tour as many radio stations as she can, all over the country. With more than 90 of these field trips documented so far, she has a unique perspective on the diversity of college radio and the state of the radio world in 2015. Attendees will get to see some of the artifacts and weird objects spotted on these tours (does your station have a Leo Blais sign?), and will also learn about what makes different stations distinct.

Jennifer Waits, Co-Founder, Radio Survivor, KFJC-FM

Advisers, Station Certification, Greenway H, 1:00 p.m.

Get Your Station Inspected by Your State Professional Association

Get your radio station inspected and receive a "Get Out of Jail Free" card from the FCC. This panel features three experts who have had their radio stations inspected by their state's professional broadcasters association. These inspections allow your station to be certified to receive a three-year waiver from unannounced FCC visits. Two station advisers and one station manager will describe their experiences, including payment terms, the on-site visit, the public inspection file, and the Chief Operator appointment. Each presenter is from a different state and will bring unique perspectives and stories of their state inspections.

Robert McKenzie, Professor and Chairperson of Communication Studies, East Stroudsburg University, WESS Radio

John Morris, Instructor/General Manager, University of Southern Indiana, The Edge Radio

Lisa Marshall, Associate Professor of Communication, Station Manager, Muskingum University, WMCO

Advisers, Programming, Greenway I, 1:00 p.m.

On Becoming An Air Personality

A 30-year radio professional/20-year adviser will provide new and growing college radio personalities the fundamentals needed to become a successful air personality. This session is also beneficial for advisers who need to coach their station staffers.

Michael Taylor, Adviser, Valdosta State University, WVVS BlazeFM

Roundtables, High School Media, Skyway A, 1:00 p.m.

Roundtable: High School Media

This roundtable is for high school media students and advisers to share and discuss their unique perspectives and ideas about their student-run radio and television stations.

Bob Long, General Manager, Streetsboro High School, WSTB Radio 88.9

Pete Bowers, Station Manager, Bloomfield Hills High School, WBFH

Programming, Promotions, Greenway C, 2:00 p.m.

... Does It Make a Sound? Putting the Listener First in College Radio

Successful college radio stations serve an audience, not just the communication department or participants' egos. Putting listeners first doesn't sacrifice the learning experience or the excitement of broadcasting—since success is fun and educational! Learn philosophical, marketing, formatic, and talent development elements of changing to a listener-first culture. Hear case studies and strategies, share your own challenges and ideas and build a framework for an action plan at your own station.

Travis Ryder, Program Director, Jazz 88 FM

Promotions, Greenway E/D, 2:00 p.m.

50 Promotions Ideas in 50 Minutes

How do you promote your radio station or TV channel? Looking for ideas that have worked for other schools? Bring ideas to the session and take home a few new ones.

Dan Schumacher, General Manager/Faculty Adviser, Texas State University, KTSW-FM

Brian Lucas, Director of Radio, University of Wisconsin Whitewater, The Edge

Video, Greenway F/G, 2:00 p.m.

Video Production: The Basics and Beyond

In this session, you'll get an overview of terms, tips, and hardware that are essential knowledge in video production operations. Topics include: video lighting, professional cinematography techniques, working with 4K video, and color grading collaborative workflows.

Herbert Jay Dunmore, TV Studio Manager, Loyola University Maryland, Greycomm Studios

Leadership, Sports, Greenway I, 2:00 p.m.

College Sports Radio: Dos and Don'ts

Covering college athletics is exciting, even more so as a sports director or assistant. There's big games, even bigger moments, breaking news, and so much more. While it never gets boring, it can sometimes become difficult. In this session, we'll discuss some of the best strategies in operating an efficient sports department. Topics to be discussed include programming/scheduling sports broadcasts, how to gain enhanced access to teams, teaching technology, managing staff, breaking news, and more.

Clayton Collier, Sports Director, Seton Hall University, WSOU

George Balekji, Assistant Sports Director, Seton Hall University, WSOU

Elijah Gonzalez, Assistant Sports Director, Otterbein University, WOBN

Advisers, Funding, Skyway A, 2:00 p.m.

Funding Models and Staffing of Student Media Outlets

This panel explores institutional support for student media. Does it matter what kind of school supports your operation? Is it true that big schools give more money to their student media, and does the funding you receive as an institution affect the quality of life at your student media outlet? This panel was born from an exploratory research paper examining student media funding and the support advisers were given to make their media outlet institutionally competitive.

Stephen Merrill, Instructor, Bowling Green State University, BGSU Student Media

John Morris, Instructor of Radio/General Manager, University of Southern Indiana, The Edge Radio

Dan Schumacher, General Manager/Faculty Adviser, Texas State University, KTSW-FM

Web/Social Media, Greenway C, 3:00 p.m.

Getting Started with WordPress

There are many options available for content management on the web. One popular choice with CBI members and stations across the country is WordPress. If your media group is considering a new website, this session will show you the basics of WordPress and how it might be a good option for you and your team.

Jessica Clary, Assistant Director of Student Media, SCAD Atlanta Radio

Jason Bradley, Business Analyst and Lead Project Manager, Cimbura

Career, Greenway E/D, 3:00 p.m.

Getting Your First Job in Broadcasting

The job market for broadcasters has always been competitive, but with the right portfolio, clips and reel, you can stand out from the crowd. Learn how to leverage your classroom and student media experience to create compelling portfolios and reels—plus how to get them noticed by the pros.

Justine Stokes, Director of Television Services, University of Wisconsin Oshkosh, TitanTV

Michele Jansen, General Manager, Jazz 88.5

Ken Stone, Owner, Ken Stone Media Services

Multimedia, Video, Greenway F/G, 3:00 p.m.

Planning and Producing Live Multimedia Music Performances

Many media outlets have had great success producing live band performance videos. These unique videos can offer a new stage to artists and bring greater exposure. Hear the methodology, experiences, and results of one station shooting a live music series in their break room. We'll walk you through the process of seeking out bands, recording, editing, and publishing. We'll also talk about recording live shows and shooting 360-degree videos. Learn to produce videos that will put your station on the map. Radio and video folks can contribute to and enjoy this session.

Matthew Brown, General Manager, North Carolina State University, WKNC

John Dillingham, Station Manager, University of Kansas, KJHK 90.7 FM

News, Programming, Greenway H, 3:00 p.m.

On Having a Rocking Radio News Department

Having a fun and successful news department is not easy, but not impossible. Learn how to assign and cover news using the "H-U-R Rule" with the purpose of benefiting your Sam. Now, who is "your Sam," you may ask? Come to this session! We'll discuss how to serve student and non-student audiences, as well as effective use of resources like newswires and audio services. We'll touch on how doing news serves not only your students, but also gives value to your station and university.

Gabby Alvarado, News Director, Florida Atlantic University, Owl Radio

Addiel Gomez, Assistant Director of Student Media, Florida Atlantic University, Owl Radio and Owl TV

Randall Davidson, Director of Radio Services, University of Wisconsin Oshkosh, WRST-FM

Mariah Tralongo, News Director, University of Wisconsin Oshkosh, WRST-FM

Law, Web/Social Media, Greenway I, 3:00 p.m.

Staying Legally Safe Online (aka The Cyber Jungle)

Master the legal issues that online and broadcast outlets need to take into account with respect to their content and brand on their websites, social media and mobile platforms, and other forms of digital delivery. Have your questions answered about domain name issues, FTC guidelines, privacy, copyrights and other issues related to social media and website content that you may not have considered, such as user generated content. You will be surprised to learn what you did not know.

David Oxenford, Partner, Wilkinson Barker Knauer LLP

Roundtables, Sports, Skyway A, 3:00 p.m.

Roundtable: Sports for Radio

This roundtable discussion will include scheduling shows, what sports to cover, how to structure sports talk shows, selecting staff members, and how to take your sports staff to the next level.

Elijah Gonzalez, Assistant Sports Director, Otterbein University, WOBN

Caleb-Ryan Davis, Sports Director, Texas State University, KTSW-FM

Leadership, Web/Social Media, Greenway C, 4:00 p.m.

Keeping Social Media for Radio Consistent During Transitions

Keeping a consistent sound and presence on social media, even through director transitions, is critical to maintaining your followers. With each director transition comes opportunities to update manuals, train in-person, and grow each department. By keeping in close contact with former directors and maintaining positive relationships, future questions can be answered. When contact isn't possible, it's important for all directors to help the transitioning department. By ensuring a smooth passing of the torch, listeners and followers alike will be happy.

Jasmine Kardani, Social Media Administrator, Texas State University, KTSW

Gabby Alvarado, News Director, Florida Atlantic University, Owl Radio

Career, Programming, Greenway E/D, 4:00 p.m.

Show Producing: The Best Radio Gig You've Never Been Taught

What exactly does a radio producer do? What is expected of one? One of the most frequent job offerings for younger radio professionals in the business these days is producing talent—but there are rarely any courses training you for it. Nikki Marra and Travis Box have a combined 30+ years of radio producing and programming to help guide and prepare you for a career in radio producing. Learn about a typical day in the life of a radio producer, how to produce difficult talent, what skills are most important for you to know, and more.

Nikki Marra, Program Director, Central Washington University, KCWU-FM

The 'Burg

Travis Box, General Manager, Central Washington University, KCWU-FM

The 'Burg

Multimedia, Promotions, Thursday, Greenway F/G, 4:00 p.m.

Radio: Think BIG with Visualization

Learn about new methods and spaces to promote your radio station. WKNC created a music visualizer of their live Internet stream. This piece of generative art now plays on a large screen in the library, getting the station seen by students and visitors

Thursday Sessions

Promotions, Music Industry, Greenway H, 4:00 p.m.

Help your Friendly Neighborhood Musician

The return of a successful 2014 panel discussion using local musicians and industry professionals from the Minneapolis area. The session will feature members of the music scene who will talk about the benefits of being heard on your station — no matter where you are.

Ed Arke, Professor of Communication/Faculty Manager, Messiah College, The Pulse

Wes Burdine, Songwriter/Guitarist, Gospel Machine

Jesse Stensby, Radio Promoter, Vitriol Independent Promo

Funding, Law, Greenway 1, 4:00 p.m.

Keeping Your Underwriting Copy Legal

When businesses support our stations, we air underwriting announcements ... but what can we say? What are the rules? This session is designed for those who are new to writing underwriting copy or just need a refresher. Learn the basics from a seasoned professional and a lawyer.

June Fox, General Manager, Nathan Hale High School, KNHC C89.5

Donald Martin, Attorney, Donald E. Martin, P.C.

Melodie Virtue, Owner, Garvey Schubert Barer

Programming, Skyway A, 4:00 p.m.

Programming in the On-Demand Age

With so many options available, listeners and viewers need to make a strong connection to your programming to stay interested. The choices you make and the overall tone of your station will shape your audience involvement and keep them coming back for more.

Millie De Chirico, Programming, Turner Classic Movies

Travis Ryder, Program Director, Jazz 88 FM

Lindsay Kimball, Assistant Program Director, Minnesota Public Radio, The Current

Membership, Skyway A, 5:15 p.m.

CBI Membership Meeting

All CBI members (students and advisers/managers) are encouraged to attend its annual membership meeting. CBI board members will update the state of the organization and provide you with an opportunity to let them know what you want from CBI.

Gregory Weston, President, CBI

Promotions, Greenway Promenade, 6:00 p.m.

All Delegate Social and Swag Swap

Join us on the opening night of the convention for a social event where you can talk with those you met during the opening day and network. Age-appropriate beverages will be provided on a first-come, first-served basis. In addition to the networking opportunities, you will be able to learn about what swag media outlets are using, the vendors they work with, and pick up samples.

Jamie Lynn Gilbert, Associate Director of Student Media/Station Adviser, North Carolina State University, WKNC-FM

Follow CBI on Social Media during and after NSEMC!

Facebook: <https://www.facebook.com/AskCBI>

Twitter: <https://twitter.com/AskCBI>

Use the hashtag #CBIMinneapolis when posting about NSEMC!

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Visit AskCBI.org and select "Email Listservs" under "Resources" to join.



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Friday Sessions Quick View

ROOM	9:00 a.m.	10:00 a.m.	11:00 a.m.	Lunch
Greenway C	Coverage of DII and DIII Sports	Sports Radio Broadcasts/ Remotes	Getting the Music You Need: Working With Music Reps	We'll see you back at 1:00 p.m. for more sessions!
Greenway E/D	Today's Do-It-All TV Journalist	I'm in Charge, Now What?!	The Other Side of Radio: Volunteer Productivity	Listen to the Student Cybercast: http://www.live365.com/stations/cbi
Greenway F/G	Adobe Creative Foundations Half-Day Session	Adobe Creative Foundations Half-Day Session	Adobe Creative Foundations Half-Day Session	Purchase a CBI T-Shirt! Available at Registration.
Greenway H	Telling Stories with Sound	Out of the Television Studios and into the Field	Everyone Has a Story: The Art of Storytelling for Television	Visit our vendors in Greenway AB/J! Play Exhibitor Bingo!
Greenway I	Building an Effective Advisory Board for Your Media Outlet	Radio Royalties, Webcasting, SX, ASCAP, BMI, and SESAC	How to Keep your Radio Station out of Trouble with the FCC	Speaker bios: askcbi.org/minneapolis/speakers-and-guests/
Skyway A	Roundtable: Radio Production	Roundtable: Covering News in a Small Town	Roundtable: Radio Program Directors	Complete session evaluation forms! Submission boxes in all rooms.

NPR Next Generation Radio Project



CBI is proud to continue its partnership with NPR with the Next Generation Radio Project in order to provide CBI members with expert training in the field of electronic media reporting. The project is a series of week-long student training projects, designed to give students who are interested in radio and journalism the skills and opportunity to report and produce their own radio story. CBI will again host a project this year at #CBIMinneapolis.

To learn more see <http://askcbi.org/minneapolis/next-generation-radio-project/>. Subscribe to the CBI listserv to discover when you can apply for this exceptional opportunity!

Friday Sessions Quick View

ROOM	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.
Greenway C	Radio Live Band Broadcasting, Streaming, and Recording	Enterprise Storytelling	Ask the FCC Experts	Re-Imaging Your Radio Station
Greenway E/D	Synergy through Promotion, Music and Programming	Football Play-by-Play Basics	Doing More with WordPress	Why Adding a Human Resources Department Can Help Your Station
Greenway F/G	Ferguson: Covering The Movement	Engaged To The End: Retaining Student College Radio Talent	Promoting Your TV Station and its Content	How Podcasting Can Work For Your Media Outlet
Greenway H	Keys to Connecting with Your Listening Audience	Co/Extra-Curricular vs. Academics—Winning the Battle	In the Moment: Approaching Emergency Weather Situations	Resume and Demo Review
Greenway I	The Path to the TV Anchor's Chair	More than Music—Building Content for Radio	When (or if) to Cut the Cord: Moving College Television Online	College Radio Day: The Lotion For Station Promotion
Skyway A	Roundtable: Advisers (Faculty and Staff Only)	Ask the Radio Engineer	Music Depts., Promoters, and Dealing with the Mail	Roundtable: Covering DII and DIII Sports

Purchase a CBI T-Shirt! Visit the Registration Table in Greenway AB/J to buy your CBI T-Shirt! Cash and credit cards accepted for payment.



CBI Professionals and Advisers Reception, Friday, Presidential Suite, 9:00 p.m., See the Registration Table for Room Number.

CBI invites the professionals, advisers, and managers to come mingle in the President's Suite in the Hyatt Regency Minneapolis.

Friday Sessions

Exhibits and Registration, Greenway AB/J, 8:30 a.m.-5:00 p.m.

Next Generation Radio Project, 9:00 a.m.-5:00 p.m.

CBI is partnering with Minnesota Public Radio News (MPR News) and NPR to sponsor another Next Generation Radio Project that coincides with the annual convention. Selected students will have the opportunity to learn from professional journalists during the week-long program.

Doug Mitchell, Consultant/Project Manager, NPR

Leadership, Greenway E/D, 10:00 a.m.

I'm In Charge, Now What?!

You've become a manager at your student-run media outlet. Congratulations! Now what do you do? How will you set and meet goals? Can you manage a friend without ruining your friendship? How do you determine what your adviser or your school wants from you? Your station's success, and yours, depends a lot on how you manage others, and yourself. This session will cover basic management techniques, from running an effective meeting, to establishing priorities, to keeping it all together. No matter background or experience, you can be an effective leader.

Mark Maben, General Manager, Seton Hall University, WSOU-FM

John Onderdonk, General Manager, San Antonio College, KSYM-FM

Erica Szczepaniak, Student Station Manager, Seton Hall University, WSOU-FM

Programming, Tech, Greenway H, 10:00 a.m.

Out of the Television Studios and Into the Field

Remote television production at the college level not only adds another dimension to a station's programming, but it also increases awareness from administration and the student body. This panel will discuss new and innovative ideas to bring your live programming on remote locations. We'll touch on logistics, including personnel and technical solutions, content ideas, possible funding methods, and how to make the most of your remote broadcasts.

Adam Steinbach, Station Manager, University of Wisconsin Oshkosh, Titan TV

Ross Kohlbase, Sports Director, University of Wisconsin Oshkosh, Titan TV

Justine Stokes, Director of Television Services, University of Wisconsin Oshkosh, Titan TV

Tyler Stricker, Sports Producer, University of Wisconsin Oshkosh, Titan TV

Law, Web/Social Media, Greenway I, 10:00 a.m.

Radio Royalties, Webcasting, SX, ASCAP, BMI, and SESAC

CBI has been THE leader in providing accurate information on the royalty payment and reporting requirements for well over a decade. This session will provide you with what you need to know concerning how much to pay and what, if any, data needs to be reported and when. We expect changes as of January 1, but as of this writing we do not know what they will be. Will your station pay more, pay less, report, not report, pay additional fees? To learn what we know, join us. We will provide the current status and expected outcomes.

Will Robedee, KTRU General Manager, Adviser RVP, CBI Executive Director

Travis Ploeger, Associate Director, License Management, SoundExchange

David Oxenford, Partner, Wilkinson Barker Knauer LLP

News, Roundtables, Skyway A, 10:00 a.m.

Roundtable: Covering News in a Small Town

This session will discuss the positives and negatives of covering news in small towns. We will also discuss problems and possible solutions to small town news coverage.

Justine Brundage, News Director, Wayne State College, KWSC-TV

Christine Holmes, Orbit Media Assignment Editor, Muskingum University, WMCO & Orbit TV

Programming, Greenway C, 11:00 a.m.

Getting the Music You Need: Working With Music Reps

A quality radio station needs the best music to interest listeners, but how do you get that music? Learn from a student music director and a music director in the #16 radio market in America. Who do you contact? How do you get them to send you music? How do you say no when you don't want to play their song?

Lucas Phelan, Asst. Program Director/Music Director, iHeartMedia, KDWB

Sara Poletti, Alt. Music Director, University of Southern Indiana, The Edge

Leadership, Volunteer Staff, Greenway E/D, 11:00 a.m.

The Other Side of Radio: Volunteer Productivity

Recruiting and motivating volunteers can be difficult for any station. We'll take you through our application, interview, training and assignment processes, and talk about how we encourage our staff members to be productive. Implementing disciplinary procedures and reward systems can be key to pushing a staff to excel and create content worthy of online and on air. By organizing, simplifying different procedures and increasing staff camaraderie, you too can make the jump to the other side of radio.

Jacob Reynolds, Production Director, Texas State University, KTSW-FM

Gabby Alvarado, News Director, Florida Atlantic University, Owl Radio

Friday Sessions

News, Success Stories, Greenway H, 11:00 a.m.

Everyone Has a Story: The Art of Storytelling for Television

Despite deadlines, new technology, and the push to be first, news reporters and anchors still have to tell compelling stories across many platforms. How do you craft a story that draws viewers who want so much in so little time? Hear from local Minneapolis TV news reporters/anchors on what it takes to tell a great story.

Lindsey Brown, Anchor/Reporter, KSTP-TV

Brandi Powell, Anchor/Reporter, KSTP-TV

Lindsey Seavert, Reporter, KARE 11

Tech, FCC Compliance, Greenway I, 11:00 a.m.

How to Keep your Radio Station out of Trouble with the FCC

From public files to EAS and more on the technical and legal sides, this presentation will help keep you out of trouble with the FCC. With an engineer and a lawyer on this panel, you could not be in better hands.

Keith "Woody" Kinney, Contract Engineer, Colgate University, WRCU-FM

Melodie Virtue, Owner, Garvey Schubert Barer

Programming, Roundtables, Skyway A, 11:00 a.m.

Roundtable: Radio Program Directors

This session is for radio program directors and aspiring program directors to discuss best practices and challenges in programming, training, and quality assessment at their station. We encourage multiple participants from each station, with each assigned to a different group of eight to maximize information sharing.

Dave Black, General Manager, University of Wisconsin, WSUM

Emili Earhart, Program Director, University of Wisconsin, WSUM

Tech, Greenway C, 1:00 p.m.

Radio Live Band Broadcasting, Streaming, and Recording

Learn the best practices and challenges of booking and executing in-studio live band performances. The presentation will allow time for others to share their experience and/or aspirations for their stations. The presentation will not focus on remote music broadcast/streaming/recording, but feel free to discuss.

Addison Basurto, Assistant Tech Director, University of Wisconsin, WSUM

Programming, Promotions, Greenway E/D, 1:00 p.m.

Synergy through Promotion, Music and Programming

There are many pieces to the radio station puzzle in order to improve on-air content, listenership, and interaction. Learn examples of promotions and programming coming together through the music to the station enjoyable to the audience.

Rohit Ravi, Music Director, Seton Hall University, WSOU

Ryan Stetz, Promotions Director, Seton Hall University, WSOU

Steve Varsanyi, Programming Director, Seton Hall University, WSOU

Programming, Success Stories, Friday, Greenway F/G, 1:00 p.m.

Ferguson: Covering The Movement

How do you respond to history happening in your backyard? Ferguson is located 13 miles from Ritenour High School in St. Louis. KRHS Media chose to cover the movement through radio and video, leaving a lasting impact. This presentation will discuss our approach, impact on student production, and what we learned about the student journalist's role in community reporting.

Jane Bannester, Media Sponsor, Ritenour High School, KRHS 90.1 FM

Career, Programming, Greenway H, 1:00 p.m.

Emotions Produce Memory—Keys to Connecting with Your Listening Audience

Instead of reading from the station folder or the next PSA, why not really connect with your audience? Learn how to build an emotional bridge with your listeners.

Paul Crutcher, General Manager, Lander University, XLR

Dylan Seely, Program Director, Lander University, XLR

Lynn Hohn, Promotions Director, Lander University, XLR

Career, News, Greenway I, 1:00 p.m.

The Path to the TV Anchor's Chair

TV news anchors are often the face and voice of a station and a fixture in the communities they serve. How did they get there? Learn from TV anchors and reporters about different paths and skills to build to a seat behind the desk.

Chris Egert, Morning Anchor, KSTP-TV

Tim Blotz, Anchor/Reporter, KMSP-TV

Friday Sessions

Law, Greenway C, 3:00 p.m.

Ask the FCC Experts

If you operate an FCC-licensed station, you MUST attend this session. This is an open question and answer session that features legal counsel and an engineer. Even if you do not have questions, you will learn something by attending this session which will address long standing and current legal issues. The advice you receive from this session normally comes at around \$400 per hour or more.

David Oxenford, Partner, Wilkinson, Barker, Knauer, LLP

Will Robedee, KTRU General Manager, Adviser RVP, CBI Executive Director

Donald Martin, Attorney, Donald E. Martin, P.C.

Rob Branch, Strategic and Technical Consultant, Calvary Technical Management

Tech, Web/Social Media, Greenway E/D, 3:00 p.m.

Doing More with WordPress

So your site is WordPress, but what else could you be doing with it? Learn more about widgets, plugins and other options available to WordPress users that can maximize your site's potential impact and engagement with your audience.

Jessica Clary, Assistant Director of Student Media, SCAD Atlanta Radio

Nick Ciske, VP Web Engineering, Cimbura

Promotions, Web/Social Media, Greenway F/G, 3:00 p.m.

Promoting Your TV Station and its Content

If no one watches your TV show, did you actually make one? Make the countless hours of work and lost sleep worth it. Learn techniques on promoting your TV station and its content. This panel will address how to get the most out of your social media usage and create a social media code of conduct for your station. We'll discuss tips for collaborating with show producers to get quality promotional content, and utilize campus resources to communicate with your target audiences.

Learn how to create the best promotional strategies that let your station thrive.

Reegan Wallander, Operations Manager, University of Wisconsin Oshkosh, Titan TV

Char Cocchiola, Promotions Director, University of Wisconsin Oshkosh, Titan TV

News, Emergency Weather, Greenway H, 3:00 p.m.

In the Moment: Approaching Emergency Weather Situations

Being prepared for any emergency weather situation is crucial to being a resource for your community. A station's goals change throughout the disaster timeline, starting with making emergency information available to all listeners and eventually moving into post-news coverage. Through collaboration with all departments, a station can ensure that messages are consistent across the board.

Erica Tice, Program Director, Texas State University, KTSW-FM

Tara Pohlmeier, Station Manager, Texas State University, KTSW-FM

Brantley "Dave" Groscost, Operations Manager, Streetsboro High School, WSTB

Ethan Nichols, Program Director, Streetsboro High School, WSTB

Multimedia, Video, Greenway I, 3:00 p.m.

When (or if) to Cut the Cord: Moving College Television Online

Recognizing changes in the consumption of media, Berry College transformed its on-campus TV station into a cutting-edge, web-based multimedia digital publishing house. Meanwhile, Piedmont College maintains a more traditional campus TV station in addition to an online student media hub. Both colleges look to the future as consumers rely more on mobile devices for their media consumption. The session will discuss this transition process, including the pros and cons of ending a traditional broadcast/cable station, curricular and administrative impact, and the on-going process of staying up-to-date with consumer viewing habits.

Steven Hames, Adviser, Berry College, Viking Fusion

Deanna Cunningham, Arts & Culture Producer, Berry College, Viking Fusion

Jennifer Arbitter, PCTV Adviser, Piedmont College, PCTV

Programming, Promotions, Skyway A, 3:00 p.m.

Music Departments, Promoters, and Dealing with the Mail

Radio promoters and music departments work together to fuel radio stations with records they need to create their own unique programming. Many stations prioritize music departments, reviewing every album received to make sure that the station has the newest and most cutting-edge music. Every station has its own philosophy for what kind of music it plays, and that plays a role in who will listen to that station

and its resulting audience. Determining your station's programming, forming relationships with promoters to help build your resources, and an organized, hard-working music department are essential foundations for building an audience.

Bri Flannery Aab, Radio Promoter, Team Clermont

Ross Koeberl, Music Director, University of Minnesota, Radio K

Multimedia, Greenway C, 4:00 p.m.

Re-Imaging Your Radio Station

Learn how to take your station and tailor it to the style and sound of your staff through sweepers, liners, IDs and other multimedia material.

Taylor Shaindin, Imaging and Public Affairs Director, Central Washington University, KCWU-FM The 'Burg

Nikki Marra, Program Director, Central Washington University, KCWU-FM The 'Burg

Programming, Success Stories, Greenway E/D, 4:00 p.m.

Why Adding a Human Resources Department Can Help Your Station

Whether you are in radio or video or do a little bit of both, adding a human resources department to your station can help improve recruitment and assist in retention in stations big and small. Learn how adding a human resources department can improve communication and make your station more professional. Adding human resources can take your station to the next level, and we will show you how.

Megan Murnane, President and General Manager, Washington State University, Cable 8 Productions

Ellen Gordon, Vice President of Special Projects, Washington State University, Cable 8 Productions

Multimedia, Web/Social Media, Greenway F/G, 4:00 p.m.

How Podcasting Can Work For Your Media Outlet

Looking to extend the reach of your media brand? Find out how podcasting can help your station grab the audience's attention. From learning how to podcast to demonstrating how to promote them via social media, this session will explain how podcasting can be a viable product for your media outlet.

Derek Jones, Station Manager, Rowan University, Rowan Radio 89.7 WGLS-FM

Chris Kuborn, Station Manager, Northeast Wisconsin Technical College, TC Campus Connection

Career, News, Greenway H, 4:00 p.m.

Resume and Demo Review

Resume and demo review for those considering a career in broadcasting. Session run by Glenn Schuck, longtime radio anchor and reporter at 1010 WINS in NYC.

Glenn Schuck, Reporter, CBS Radio, 1010 WINS

Promotions, Success Stories, Greenway I, 4:00 p.m.

College Radio Day: The Lotion For Station Promotion

Use College Radio Day to promote your station. Students from KTXT-FM will show examples of how they used CRD to promote the station to their fellow university students and local community. We have ideas on how YOU can make CRD a powerful promotional tool to get exposure for your station.

Derrick Ginter, General Manager, Texas Tech University, KTXT-FM

Ralph Barrera, Operations Director, Texas Tech University, KTXT-FM

Ann Kapusta, Promotions Director, Texas Tech University, KTXT-FM

Roundtables, Sports, Skyway A, 4:00 p.m.

Roundtable: Covering DII and DIII Sports

We'll discuss the challenges of covering sports at the Division II/Division III level. Topics for discussion may include: interacting with athletes, sports information officers and athletic directors; training and motivating staff; sideline reporting; cooperating with other media; best practices for social media; and funding challenges. This discussion will be targeted towards multimedia coverage.

Josh Tvrdy, Program Director, Wayne State College, KWSC-FM

Advisers, Presidential Suite, 9:00 p.m.

Professionals and Advisers Reception

CBI invites convention professionals and advisers to come mingle in the Presidential Suite at the Hyatt Regency.

CBI Board, Reception, Presidential Suite

See the Registration Table for Room Number

Saturday Sessions Quick View

ROOM	9:00 a.m.	10:00 a.m.	11:00 a.m.	Afternoon
Greenway B	Roundtable: News Radio and Podcasting	2016 Planning Meeting—All Welcome	Learn To Zine!	Northstar A 2:00 p.m. Keynote Speaker: Clinton Forry
Greenway C	Go Young, Go Strong, Get Your Brand Noticed	News: Not Just a Stepping Stone	Selling the Beast: Non-Commercial Radio	Northstar A 3:00 p.m. 2015 National Student Production Awards
Greenway E/D	Animation Graphics: An In-Depth Look	Animation Graphics: An In-Depth Look	Small but Mighty: Running a Radio Station with a Limited Staff	<i>Complete the NSEMC Post-Convention Survey!</i> 
Greenway F/G	Radio Show and Tell	Radio Show and Tell	Conference Wide Listening Session—Next Generation Radio	<i>Post the back cover of your program at your outlet to promote #CBIPhiladelphia!</i>
Greenway H	Radio: Using Tech and Social Media to Engage Audiences	Make Your Radio Production Pop	Emergency Operations Planning for Radio Broadcasters	<i>Use the hashtag #CBIMinneapolis to post about NSEMC!</i>
Greenway I	Student Media Assessment Made Easy-ish	Training: Getting and Keeping the Best	Radio Imaging for College Stations	<i>Complete session evaluation forms! Submission boxes in all rooms.</i>
Greenway J	Starting Your Underwriting Program	Your First Job—Lessons Learned From the Mistakes of Others	Roundtable: Benefits of Converging Media Outlets	<i>Speaker bios: askcbi.org/minneapolis/speakers-and-guests/</i>
Skyway A	Roundtable: Team Building at Small Radio Stations	Roundtable: Finding and Using Local Music	Roundtable: Concert Planning	<i>Subscribe to our email lists! Visit AskCBI.org, select "Email Listservs" under "Resources" to join.</i>

Saturday Afternoon Events:

NSEMC Keynote Speaker, Clinton Forry, Northstar A, 2:00 p.m.
2015 National Student Production Awards, Northstar A, 3:00 p.m.

Saturday Sessions

Registration, Greenway A, 10:00 a.m.-Noon	Career, Programming, Greenway F/G, 9:00 a.m.-11:00 a.m., Double Session Radio Show and Tell
Visit for late or last minute convention registration. Have Q&A with those who are hanging out in an informal manner. If you have nothing else to do, drop by.	A fun, free-wheeling session where attendees share their on-air work—from artist interviews, news and sports coverage, play-by-play, imaging, on-air bits, comedy, drama, and more. Bring a thumb drive with your best stuff.
News, Roundtables, Greenway B, 9:00 a.m.	Chris Wheatley, Manager of TV and Radio Operations, Ithaca College, 92 WICB, VIC Radio and ICTV
Roundtable: News Radio and Podcasting	Dan Schumacher, Faculty Adviser, Texas State University, KTSW-FM
This roundtable will discuss different ways stations run their news departments, what works well and what doesn't, the stories they cover and how to manage a staff of successful reporters and producers. The roundtable will also discuss the importance of podcasts and how stations can develop a following for them. This session may be of interest to stations interested in starting a news department.	Tech, Greenway H, 9:00 a.m.
Alexandria L'Esperance, Station Manager, University of Pittsburgh, WPTS-FM	The State of Modern Radio: Using Tech and Social Media to Engage Audiences
Career, Success Stories, Greenway C, 9:00 a.m.	Hear about how radio is using social media platforms and NextRadio powered by TagStation to stay relevant in the digital, mobile space. Learn how to extend your brand, provide a rich listener experience, and garner new revenue possibilities.
Go Young, Go Strong, and Get Your Brand Noticed in the Broadcasting World	Libby Hiple, TagStation Sales Manager, NextRadio powered by TagStation
Radio can be a strong career choice if you make the right moves early on. It can be a springboard for other careers as well. Starting young with your own brand can be risky but can also be your strongest asset. Learn how to set yourself apart in a conventional medium.	Mark Maben, General Manager, Seton Hall University, WSOU
Pavlina Osta, Radio Host, Pavlina's Kidz Place	Kelly Radandt, General Manager, Woodward Radio Group
<i>Complete the NSEMC Post-Convention Survey!</i> 	Peter Bjorndal, Digital Media Producer, University of Minnesota, Radio K
Video, Greenway E/D, 9:00 a.m.-11:00 a.m., Double Session Animation Graphics: An In-Depth Look	Advisers, Success Stories, Greenway I, 9:00 a.m.
This session will provide an in-depth look at professional workflows for video animation from Glen Faught, motion graphic artist for Target Companies and director of digitalsandwich.net. He has created 3D graphics for local clients and professional animations that can be viewed on the Target Plaza South skyscraper. Glen will walk you through professional workflows and design strategies using Cinema 4D and Adobe After Effects animation software.	Student Media Assessment Made Easy-ish
Glen Faught, Motion Designer, Target Companies	Student media outlets are being required to add learning outcome and program assessment to their organizations. Hear about ways to handle assessment, including discerning leadership qualities of management, sources' perception of accuracy, fairness and professionalism; and measuring social media activity and growth.
Advisors, Success Stories, Greenway I, 9:00 a.m.	Jamie Lynn Gilbert, Associate Director of Student Media/Station Adviser, North Carolina State University, WKNC-FM
Starting (or Restarting) Your Underwriting Program	Patrick Neal, Director of Student Media, North Carolina State University
Corporate support (underwriting) can be a lucrative way for stations to gain needed revenue for daily operations or to expand your service, but it's not something you want to jump into without a plan. Learn how to start (or restart) your program.	Dave Black, General Manager, University of Wisconsin, WSUM
June Fox, General Manager, Seattle Public Schools, C89.5 FM, KNHC	Advisers, Funding, Greenway J, 9:00 a.m.
Leadership, Roundtables, Skyway A, 9:00 a.m.	Starting (or Restarting) Your Underwriting Program
Roundtable: Team Building at Small Radio Stations	Corporate support (underwriting) can be a lucrative way for stations to gain needed revenue for daily operations or to expand your service, but it's not something you want to jump into without a plan. Learn how to start (or restart) your program.
Student stations with small staff sizes face special challenges, compared to larger stations. This roundtable will explore how student leaders can motivate their peers.	June Fox, General Manager, Seattle Public Schools, C89.5 FM, KNHC
Megan Kneifl, General Manager, Wayne State College, KWSC-FM	Leadership, Roundtables, Skyway A, 9:00 a.m.
Greenway B, 10:00 a.m., 2016 Planning Meeting—All Welcome	Roundtable: Team Building at Small Radio Stations
CBI is looking for volunteers to recruit local talent for the 2016 Philadelphia convention, blocks away from the capital and historical sites. We are looking for people to coordinate sessions for video, promotions, social media and other tracks.	Student stations with small staff sizes face special challenges, compared to larger stations. This roundtable will explore how student leaders can motivate their peers.
News, Greenway C, 10:00 a.m.	Megan Kneifl, General Manager, Wayne State College, KWSC-FM
News: Not Just a Stepping Stone	Leadership, Roundtables, Skyway A, 9:00 a.m.
Learn how the news department of WSOU remains independent of other sectors at the station. News is not just seen as a step up the hierarchy, but an end on its own.	Roundtable: Team Building at Small Radio Stations
Giancarlo Carnevale, News Director, Seton Hall University, WSOU	Student stations with small staff sizes face special challenges, compared to larger stations. This roundtable will explore how student leaders can motivate their peers.
Steven Varsanyi, Program Director, Seton Hall University, WSOU	Megan Kneifl, General Manager, Wayne State College, KWSC-FM
Radio Production, Greenway H, 10:00 a.m.	Leadership, Roundtables, Skyway A, 9:00 a.m.
Make Your Radio Production Pop: Lessons from a Pro	Roundtable: Team Building at Small Radio Stations
Find out what it takes to make your station imaging connect with your audience. Hear what these two leaders do and what you can do to go to the next level.	Student stations with small staff sizes face special challenges, compared to larger stations. This roundtable will explore how student leaders can motivate their peers.
David "Diego" Tomerlin, Creative Services Director and Hot AC Imaging Coordinator, iHeartMedia Minneapolis	Megan Kneifl, General Manager, Wayne State College, KWSC-FM
Michael Cassidy, Station Manager, University of Southern Indiana, The Edge	Leadership, Roundtables, Skyway A, 9:00 a.m.
Leadership, Training, Greenway I, 10:00 a.m.	Training: Getting and Keeping the Best
Training: Getting and Keeping the Best	Training your staff well in all roles (especially on-air) is critical. Creating a system where students and community volunteers stay and thrive is vital.
Emily Earhart, Program Director, University of Wisconsin, WSUM	Training: Getting and Keeping the Best
Evan Boyd, Production Director, University of Wisconsin, WSUM	Training: Getting and Keeping the Best



Saturday Sessions

Career, Greenway J, 10:00 a.m.

Your First Job—Lessons Learned From the Mistakes of Others

Getting your first job out of college can be exciting but it can also be intimidating. New city, new home, new boss, new expectations. June has gathered "war stories" from people who are in the first five years of their professional careers.

June Fox, General Manager, Seattle Public Schools, C89.5 FM, KNHC

Programming, Promotions, Skyway A, 10:00 a.m.

Roundtable: Finding and Using Local Music

From finding new music for your clocks, to headlining at your next promotion or event, local music can be a crucial asset to college radio station. Discuss what works and what doesn't work when it comes to finding and using local artists.

Matt Cole, General Manager, Otterbein University, WOBN

Tim Neptune, Promotions Director, Otterbein University, WOBN

Promotion, Success Stories, Greenway B, 11:00 a.m.

Learn To Zine!

Learn the purpose of a zine, to create one in various formats, and discuss what it can do for your radio as far as exposure, promotion and gaining potential new DJs.

Britt Lyle, Music Director, SCAD Atlanta Radio

Travers Cooke, Program Director, SCAD, SCAD Atlanta Radio

Funding, Sales, Greenway C, 11:00 a.m.

Selling the Beast: Non-Commercial Radio

Being able to work with sponsors to create custom packages of on air and online spots and knowing your target demographic can turn non-commercial sponsorships into a source of income for station projects. Panelists will share examples of packages that have garnered success, including converged options.

John Willms, Sales Manager, Texas State University, KTSW-FM

Lisa Marshall, Associate Professor of Communication, Station Manager, Muskingum University, WMCO

Leadership, Staffing, Greenway E/D, 11:00 a.m.

Small but Mighty: Running a Radio Station with a Limited Staff

Not enough people at your small radio station? This session will touch on station operations, promotions and event planning, filling air time and helping your station to grow, as well as giving stations of similar size an opportunity to network.

Matt Cole, General Manager, Otterbein University, WOBN

Alisha Graefe, General Manager, Boise State University, BSU Pulse

Jasmine Doltie, Production Director, SCAD Atlanta Radio

Multimedia, News, Greenway F/G, 11:00 a.m.

Conference Wide Listening Session—Next Generation Radio Project

Hear and see the fruits of the labors of your peers who have been teamed with professionals in the week-long Next Generation Radio Project. The Project is a digital-first, multimedia journalism and professional development project for undergraduate and graduate students focused on journalism and broadcast media.

Doug Mitchell, Consultant/Project Manager, NPR

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21 celebrating its inaugural year. www.wsou.net

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A photograph of the Philadelphia skyline at dusk. In the foreground, the iconic red "LOVE" sculpture by Robert Indiana is illuminated, with a large fountain spraying water behind it. The city's historic buildings, including the Philadelphia City Hall, are visible against a darkening sky.

PHILADELPHIA

October 20-22, 2016 

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